

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D

MAK 2 8

NOTICE OF SALE OF SECURITIES
PURSUANT TO REGULATION DESCRIPTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EXEMPTION



| Name of Offering | (☐ check if this is an | amendment and name | has changed, and i | ndicate change.) | | • | | |
|--|----------------------------|------------------------|-----------------------|-------------------------|------------------------|--|--|--|
| The NewsMarket, I | nc | | | | | | | |
| Filing Under (Check | box(es) that apply): | ☐ Rule 504 | ☐ Rule 505 | ⊠ Rule 506 | Section 4(6) | DULOE PROPERCE | | |
| Type of Filing: | ☐ New Filing | 🔀 Amendment | | | | PROCESSED | | |
| | | A. BASI | C IDENTIFICAT | ION DATA | | APR 0 1 2005 | | |
| 1. Enter the infor | mation requested about the | ne issuer | | | | | | |
| Name of Issuer | (☐ check if this is an | amendment and name | has changed, and i | ndicate change.) | | MOIVISON E FINANCIAL | | |
| The NewsMarket, i | nc. | | | | | | | |
| Address of Executiv | e Offices | | (Number and Stre | et, City, State, Zip C | ode) Telephone Nu | ımber (Including Area Code) | | |
| 6 East 32nd Street | , 6th Floor, New York, N | Y 10016 | | | 212-497-9022 | : ': | | |
| Address of Principa | | | (Number and Stre | et, City, State, Zip C | ode) Telephone Nu | Telephone Number (Including Area Code) | | |
| (if different from Exe | ecutive Offices) | | | | | | | |
| Brief Description of over the Internet | Business: A video | archive and distributi | on platform that er | nables the news me | edia to access free br | oadcast-standard video | | |
| Type of Business O | rganization | | | | | | | |
| | □ corporation | ☐ limited | partnership, already | formed | other (please sp | pecify): | | |
| | ☐ business trust | ☐ limited | partnership, to be fo | ormed | | | | |
| | | | Month | Yea | ar | | | |
| Actual or Estimated | Date of Incorporation or | Organization: | 0 5 | 0 | 2 ⊠ Act | tual Estimated | | |
| Jurisdiction of Incor | poration or Organization: | (Enter two-letter U.S. | Postal Service Abbr | eviation for State; | | | | |
| | | C | N for Canada: FN f | or other foreign jurisc | diction) D | E | | |

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany—this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix in the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number

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| | | A. BASIC IDE | ENTIFICATION DATA | A | | | | | |
|--|------------------|-------------------------------|-----------------------|-------------------|-----------------------------------|--|--|--|--|
| Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. | | | | | | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | Purushothaman, Shob | 12 | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 6 East 32nd Street | , 6th Floor, New | York, NY 10016 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | f individual): | Patricof, Alan | | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 445 Park Avenue, | New York, NY 10 | 022 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | Executive Officer | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | English, Scott | | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 959 Eighth Avenue | e, New York, NY | 10019 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | Bowen, David | | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 1500 Broadway, 14 | 4th Floor, New Yo | ork, NY 10036 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | ☐ Executive Officer | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | f individual): | Hayward, Anthony | | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 6 East 32nd Street | , 6th Floor, New | York, NY 10016 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | □ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | Shnaider, David | | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 204 Main Street, B | oxford, MA 0192 | 1 | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | McLaren, Bruce | | , <u></u> | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 12-14 Finch Road, | Douglas, Isle of | Man | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partner | | | | |
| Full Name (Last name first, | if individual): | Ascend Ventures, L.P. | , | | | | | | |
| Business or Residence Add | ress (Number and | Street, City, State, Zip Code |): 1500 Broadway, 1 | 4th Floor, New Yo | ork, NY 10036 | | | | |

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| | | A. BASIC IDENTI | FICATION DATA (cor | ntinued) | |
|--|---|---|--------------------------|---------------------|--|
| Each beneficial owEach executive offi | ne issuer, if the iss ner having the po- cer and director o | suer has been organized w wer to vote or dispose, or d | | | a class of equity securities of the issuer; intnership issuers; and |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last name first, | if individual): | Apax Excelsior VI, L | P. | ···· | |
| Business or Residence Add | ress (Number and | d Street, City, State, Zip Co | de): c/o Apax Partners | s, Inc., 445 Park A | venue, New York, NY 10022 |
| Check Box(es) that Apply: | Promoter | ⊠ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last name first, | if individual): | Coastal Ventures II, | LLC | | |
| Business or Residence Add | ress (Number and | d Street, City, State, Zip Co | de): Two Portland Fist | h Pier, Suite 201, | Portland, ME 04101 |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | Executive Officer | ☐ Director | General and/or Managing Partner |
| Full Name (Last name first, | if individual): | Hearst Communicat | tions, Inc. | | |
| Business or Residence Add | ress (Number and | d Street, City, State, Zip Co | de): 959 Eighth Avenu | ie, New York, NY | 10019 |
| Check Box(es) that Apply: | ☐ Promoter | ⊠ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last name first, | if individual): | New York Small Bus | siness Venture Fund, LLC | | |
| Business or Residence Add | ress (Number and | d Street, City, State, Zip Co | de): 110 Williams Stre | et, 32nd Floor, Ne | ew York, NY 10038 |

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| | | | | | В. | NFORM | ATION | ABOUT | OFFER | ING | | | | |
|--|---|--|--|--|--|--------------------------------------|---|--|---|--|------------------------|----------|-------------|--------------|
| | | | | | | | | | | | | Y | <u>es</u> | <u>No</u> |
| 1. Has | s the issue | r sold, or o | loes the is | suer inten | d to sell, to Answer a | | | stors in th lumn 2, if f | | | | [| 3 | |
| 2. What is the minimum investment that will be accepted from any individual? | | | | | | | | | \$ <u>-</u> | <u>0-</u> | | | | |
| | | | | | | | | | <u>Y</u> | <u>es</u> | <u>No</u> | | | |
| 3. Do | es the offe | ring permit | i joint own | ership of a | single unit | 1? | | | | | | | \leq | |
| any offe and | commissi ring. If a p l/or with a | on or simil person to b state or sta | ar remune be listed is ates, list th | ration for s an associ e name of | son who h solicitation ated perso the broke er, you ma | of purchain or agent or or dealer | sers in cor t of a broke t. If more t | nection wi er or deale han five (5 | th sales of r registere) persons | securities d with the to be lister | in the SEC d are | | | |
| Full Nan | ne (Last na | ıme first, if | individual |) Not | applicabl | ie | | | | | | | | |
| Busines | s or Reside | ence Addre | ess (Numb | er and Str | eet, City, S | State, Zip (| Code) | | | | | | | |
| Name of | Associate | d Broker o | or Dealer | | | | | | | | | <u> </u> | | |
| | | | | | tends to Se | | | | | | | | | ☐ All States |
| □ [AL] | ☐ [AK] | ☐ [AZ] | □ [AR] | [CA] | □ [CO] | [CT] | □ [DE] | | □ [FL] | ☐ [GA] | ☐ [HI] | □ [ID] | | |
| | □ [IN] | □ [iA] | [KS] | [KY] | [LA] | ☐ [ME] | ☐ [MD] | [MA] | [MI] | ☐ [MN] | □ [MS] | | | |
| ☐ [MT] | □ [NE] | [NV] | □ [NH] | [UN] | □ [NM] | ☐ [NY] | ☐ [NC] | □ [ND] | □ [OH] | □ [OK] | | □ [PA] | | |
| □ [RI] | | | □ [NT] | □ [TX] | [[UT] | | [VA] | □ [WA] | [VV] | | | ☐ [PR] | | |
| Full Nan | ne (Last na | ıme first, if | individual |) | | | | | | | | | | |
| Busines | s or Reside | ence Addre | ess (Numb | er and Str | eet, City, S | State, Zip (| Code) | | | | | | | |
| Name of | Associate | d Broker o | or Dealer | | | | | | | | | | | |
| | | | | | tends to S | | | | | | | | | ☐ All States |
| [AL] | [AK] | □ [AZ] | [AR] | ☐ [CA] | □ [CO] | [CT] | □ [DE] | □ [DC] | □ [FL] | ☐ [GA] | □ [HI] | [ID] | | |
| [IL] | □ [IN] | □ [IA] | □ [KS] | □ [KY] | | [[ME] | ☐ [MD] | ☐ [MA] | [MI] | ☐ [MN] | ☐ [MS] | [MO] | | |
| [MT] | □ [NE] | □ [NV] | □ [NH] | [NJ] | □ [NM] | □ [NY] | ☐ [NC] | □ [ND] | □ [OH] | □ [OK] | □ [OR] | □ [PA] | | |
| ☐ [RI] | □ [SC] | □ [SD] | □ [TN] | [XT] | [] [UT] | | [√A] | [WA] | | [W] | □ [WY] | □ [PR] | | |
| Full-Nan | ne (Last na | me first, if | individual |) | | ,,,,, | | | | | | | | |
| Busines | s or Reside | ence Addro | ess (Numb | er and Str | eet, City, S | State, Zip | Code) | | | | | | | |
| Name o | Associate | ed Broker o | or Dealer | | | | | | | | | | | |
| | _ | | | | tends to S | | | . , | | | | | | ☐ All States |
| □ [AL] | [AK] | □ [AZ] | ☐ [AR] | ☐ [CA] | ☐ [CO] | [CT] | DE] | | [FL] | ☐ [GA] | ☐ [HI] | ☐ [ID] | | |
| [IL] | □ [IN] | □ [iA] | ☐ [KS] | □ [KY] | | ☐ [ME] | [MD] | ☐ [MA] | ☐ [MI] | ☐ [MN] | ☐ [MS] | [MO] | | |
| [MT] | □ [NE] | □ [NV] | □ [NH] | □ [NJ] | [MM] | [NY] | □ [NC] | □ [ND] | [○H] | □ [OK] | □ [OR] | □ [PA] | | |

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| | ` * | | | | |
|----|---|-------------|--------------------------|-----------|--|
| | C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES A | ND U | SE OF PROCE | EDS | |
| • | Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box \(\subseteq \) and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. | | A | | Account Alexante |
| | Type of Security | | Aggregate Offering Price | | Amount Already Sold |
| | Debt | . <u>\$</u> | 1,750,000 | <u>\$</u> | 1,449,150 |
| | Equity | . \$ | -0- | \$ | -0- |
| | ☐ Common ☐ Preferred | | | | |
| | Convertible Securities (including warrants) | . \$ | -0- | \$ | -0- |
| | Partnership Interests | . \$ | -0- | \$ | -0- |
| | Other (Specify) | . \$ | -0- | <u>\$</u> | -0- |
| | Total | \$ | | \$ | 1,449,150 |
| | Answer also in Appendix, Column 3, if filing under ULOE. | | | | |
| 2. | Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." | | | | |
| | | | Number Investors | | Aggregate Dollar Amount Of Purchases |
| | Accredited Investors | | 14 | <u>\$</u> | 1,449,150 |
| | Non-accredited Investors | | -0- | <u>\$</u> | -0- |
| | Total (for filings under Rule 504 only) | | -0- | \$ | -0- |
| | Answer also in Appendix, Column 4, if filing under ULOE. | | | | |
| 3. | If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C–Question 1. | | | | |
| | Type of Offering | | Types of Security | | Dollar Amount Sold |
| | Rule 505 | | | \$ | |
| | Regulation A | | | \$ | |
| | Rule 504 | | | <u>\$</u> | |
| | Total | | | <u>\$</u> | |
| 1. | a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. | | | | |
| | Transfer Agent's Fees | , | | \$ | -0- |
| | Printing and Engraving Costs | | 🗆 | \$ | -0- |
| | Legal Fees. | | 🖾 | \$ | 75,000.00 |
| | | | | | |

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-0-

-0-

75,000.00

Accounting Fees

Engineering Fees

Sales Commissions (specify finders' fees separately)

□

Total......

Other Expenses (identify) ____

| | C. OFFERING PRICE, NUMBE | R OF INVESTORS, EXPI | ENSES | AND USE OF | PROCEED | S | | |
|----|---|--|-------------------|------------------------------------|----------------|-----------|----------------|--|
| 4 | b. Enter the difference between the aggregate offering p Question 1 and total expenses furnished in response to P "adjusted gross proceeds to the issuer." | art C-Question 4.a. This differe | nce is the | • | 3 | 5 | 1,374,150.00 | |
| 5 | Indicate below the amount of the adjusted gross proceeds used for each of the purposes shown. If the amount for all estimate and check the box to the left of the estimate. The the adjusted gross proceeds to the issuer set forth in resp | ny purpose is not known, furnish e total of the payments listed me | n an ust equal | Payments Officers, Directors | & | | Payments to | |
| | Only in south as | | | Affiliates | | • | Others | |
| | Salaries and fees | | | \$ | | \$ | | |
| | Purchase of real estate | | | \$ | □ | \$ | | |
| | Purchase, rental or leasing and installation of mad | hinery and equipment | | \$ | | \$ | | |
| | Construction or leasing of plant buildings and facili | | | \$ | □ | \$ | | |
| | Acquisition of other businesses (including the valu- offering that may be used in exchange for the asse | e of securities involved in this ets or securities of another issue | er. | | | | | |
| | pursuant to a merger) | | | \$ | □ | <u>\$</u> | | |
| | Repayment of indebtedness | | | \$ | □ | \$ | 1 | |
| | Working capital | | | \$ | 🛛 | \$ | 1,374,150 | |
| | Other (specify): | | | \$ | □ | \$ | | |
| | | | | \$ | | \$_ | | |
| | Column Totals | | | \$ | | \$ | | |
| | Total Payments Listed (column totals added) | | | \boxtimes | \$ 1,374,15 | 74,150.00 | | |
| | | D. FEDERAL SIGNATU | DE | | | | | |
| | is issuer has duly caused this notice to be signed by the un | | | notice is filed unde | ar Pula 505 th | e follo | vina sianature | |
| CC | nstitutes an undertaking by the issuer to furnish to the U.S. the issuer to any non-accredited investor pursuant to parag | Securities and Exchange Comm | | | | | | |
| ls | suer (Print or Type) | Signature | ال د | 4000 | Date | | | |
| | e NewsMarket, Inc. | shop Juns | VC | | March 3 | 220 | 05 | |
| | ame of Signer (Print or Type) | Title of Signer (Print or Type) | | | | | | |
| SI | noba Purushothaman | Chief Executive Officer | | | | | | |
| | | | | | | | | |
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ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)